



Dextro Energy Triathlon – ITU World Championship Series GOLD GROUP RULES AND BENEFITS 2011

1. GENERAL CONSIDERATIONS:

- 1.1. The Dextro Energy Triathlon - ITU World Championship Series (hereinafter WCS) creates significant commercial, media and sport development opportunities for National Federations, Athletes, Host Cities and ITU. The sustained delivery of high quality and consistency across the programme makes it attractive to sponsors, media and TV broadcasters.
 - 1.2. The series has World Championship status and offers Olympic qualification opportunities so is unique in the sport of triathlon. It is recognized as the pinnacle of competition in triathlon where the very best triathletes in the world participate.
 - 1.3. In an exciting step forward every WCS event now has live TV produced for the men's and women's elite races in addition to 14 highlights shows covering the series. In 2010 over 100 million viewers watch the WCS on TV, delivering the most significant TV exposure in the sport.
 - 1.4. Triathletes competing in the WCS will race at the world's highest quality triathlon events located in some of the most prolific cities in the World with over 1 million spectators estimated at the events over the series.
 - 1.5. The 2011 season will offer considerable financial rewards for athletes by competing for the highest level of prize money on offer in the sport with almost US\$2,100,000 combined between the WCS and the ITU Triathlon World Cup events.
- a.) **Prize Money Distribution:** the distribution of World Championship Series prize money is illustrated below:

| Position | Event | Grand Final | Bonus Pool |
|----------|-------------|-------------|-------------|
| 1 | \$18,000.00 | \$30,000.00 | \$55,000.00 |
| 2 | \$13,000.00 | \$22,000.00 | \$42,000.00 |
| 3 | \$9,500.00 | \$16,000.00 | \$30,000.00 |
| 4 | \$7,000.00 | \$12,000.00 | \$20,000.00 |
| 5 | \$5,300.00 | \$9,300.00 | \$16,000.00 |
| 6 | \$4,300.00 | \$7,500.00 | \$12,000.00 |
| 7 | \$3,600.00 | \$6,000.00 | \$10,000.00 |
| 8 | \$3,000.00 | \$4,800.00 | \$8,000.00 |
| 9 | \$2,500.00 | \$3,800.00 | \$7,500.00 |
| 10 | \$2,100.00 | \$3,200.00 | \$7,000.00 |
| 11 | \$1,800.00 | \$2,700.00 | \$6,500.00 |
| 12 | \$1,500.00 | \$2,300.00 | \$6,000.00 |
| 13 | \$1,300.00 | \$2,000.00 | \$5,500.00 |
| 14 | \$1,100.00 | \$1,800.00 | \$5,000.00 |
| 15 | \$1,000.00 | \$1,600.00 | \$4,500.00 |
| 16 | | | \$4,000.00 |
| 17 | | | \$3,500.00 |
| 18 | | | \$3,000.00 |
| 19 | | | \$2,500.00 |
| 20 | | | \$2,000.00 |

2. GOLD GROUP:

2.1. Principles:

- a.) The Gold Group was established in 2009 to raise the profile of outstanding athletes and help establish stars within the sport. In 2011 ITU will continue with the benefit system.
- b.) The Gold Group will consist of high performing athletes that will be the focus of additional media attention in the WCS.
- c.) ITU will not only make resources available and work with athletes to raise their profiles and promote them but also offer athletes additional benefits to incentivize them to maximize media exposure. These benefits and services are entirely advantageous to the athletes and should be viewed positively. The intention is to focus on professionalizing athletes approach to media.
- d.) In recognition of the fact that individuals within the Gold Group will have greater time commitments related to media activities, ITU will incentivise Gold Group athletes and compensate them for their media obligations. In total approximately \$200,000 in benefits will be invested in the Gold Group in the form of money, marketing, services and accommodation at events. ITU will be highly professional in working with the athletes in organising and delivering high quality media activities for the benefit of the athletes, the WCS and the sport.
- e.) Gold Group qualification applies only to WCS events.

2.2. Selection:

- a.) There will be an initial Gold Group in place for the first 3 races of the WCS and a modified Gold Group to be created after the 3rd WCS event, which will be in place for the last 4 races of the WCS.
- b.) The initial Gold Group will be formed by a maximum of 10 men and 10 women, selected as per 2.2/c below. If any athlete decides not to take part in the Gold Group, the selection process will restart with the roll-down as per 2.2/c until the group has 10 athletes.
- c.) The criteria to select the initial Gold Group are listed below, considering that a maximum of 2 athletes per nation per gender can be selected:
 - Top 3 at Beijing 2008 Olympic Games
 - 2010 WCS rankings
- d.) The modified Gold Group will be formed by a maximum of 10 men and 10 women, selected as per 2.2/e below. If any athlete decides not to take part in the Gold Group, the selection process will restart with the roll-down as per 2.2/e until the group has 10 athletes. At ITU's discretion if an athlete is ranked outside of the top 20 in the 2011 WCS rankings after the first 3 races, the athlete may be replaced by an alternative athlete in the Gold Group for the last 4 races.
- e.) The criteria to select the modified Gold Group are listed below, considering that a maximum of 2 athletes per nation per gender can be selected:
 - Top 3 at Beijing 2008 Olympic Games
 - Top 3 at 2010 WCS rankings
 - 2011 WCS rankings as per after the 3rd WCS event

2.3. Benefits:

- a.) The athletes will receive \$1,000USD per event attended.
- b.) For the first 6 events, the participating Gold Group athletes will receive free accommodation. Free accommodation will be awarded to Gold Group athletes entered and on the start list 30 days before the first competition day at each event.
- c.) Athletes may be requested to carry out additional specific media tasks that ITU will compensate separately for.
- d.) Gold Group athletes will have a guaranteed place at each WCS event. Athletes will need to be in good standing with their National Federations and have to be entered into the WCS events by their National

Federations through the ITU online system. The detailed qualification process is inside the ITU World Championships Series Qualification Criteria document.

- e.) Media training.
- f.) For the initial Gold Group athletes the benefits outlined in 2.3/a will be paid after the 3rd WCS event via bank transfer.
- g.) For the modified Gold Group athletes the benefits outlined in 2.3/a will be paid after the WCS Grand Final via bank transfer.

2.4. Commitments:

- a.) Gold Group athletes will sign a specific athlete's agreement that will outline key press and promotional activities and commitments.
- b.) Athletes need to confirm their acceptance of the conditions in the Gold Group agreement to be in the Gold Group. The athletes in the Gold Group will be directly contacted.